



**CITY OF GREENSBORO
FOR IMMEDIATE RELEASE**

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GTA CONTINUES TO GAIN MOMENTUM IN 2004

GREENSBORO, NC (April 7, 2004) – The Greensboro Transit Authority (GTA), coming off a successful year in 2003, continues to strengthen its role as a legitimate, affordable transportation choice for all residents in our community. Fixed route ridership for the month of March was the highest month ever recorded at GTA, transporting more than 222,000 individuals to destinations around the Triad. This represents a 27.74% increase over March 2003. Moreover, ridership for the first nine months of FY '04 was 1,717,596 compared to the same period last FY '03 of 1,489,429 – an increase in ridership of more than 15%. What these numbers mean for Greensboro GTA riders is a better public transportation system. Contributing to GTA's success and increase in ridership is the newly renovated downtown multi-modal Depot.

"The Depot has truly become the downtown transportation hub," said Libby James, Transit Administrator. "Easy accessibility, dependable service, and on-time delivery, along with the Depot's strategic location, makes GTA's job much easier," she added. "We're ecstatic that we are able to provide the residents of Greensboro a safe and dependable way to travel," said Jim Westmoreland, Greensboro Department of Transportation Director. "With pressure to reduce air pollution from the federal government, the City of Greensboro is doing its part to reduce contaminants in the air by providing citizens the opportunity to leave their car at home and ride the bus," he added.

GTA is also collaborating with local colleges, universities, and employers to increase the frequency of bus service and expects to see a dramatic rise in ridership over the next few years. For residents requiring special assistance, GTA's ADA-complimentary service SCAT (Special Community Area Transportation) is available to make all Triad destinations accessible.

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